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## Zuri group restructures its hospitality business

By Sreerupa Mitra Sep 08 2010, Bangalore

To develop a stronger brand identity, Bangalore-based Zuri Group Global, which has hospitality business interests in India, Kenya and the UK, is restructuring its business into three luxury collections — Platinum, Lifestyle and Comfort.

Bobby Kamani, MD, Zuri Group Global, said the company believed that a restructuring at this stage would help build a strong identity among its clientele. “Considering the dynamic nature of our industry today, we have to compete in the global marketplace which demands bolder and clearly focused brands. With a brand restructuring, we believe we will be able to create a benchmark for others and also enhance our brand value,” Kamani explained.

Under the Platinum collection, the group will include its Diani Reef Beach Resort & Spa in Kenya and The Zuri Kumarakom Resort & Spa in Kerala, while the Lifestyle collection will have The Zuri Whitefield Bengaluru, Zuri Whitesands Resort & Casino, Varca in Goa, and The Liner, UK. The Comfort collection will have The Retreat by Zuri, Benaulim, which has been created as an affordable option.

“As a young brand, it is imperative for Zuri to make its presence felt across key markets in India and internationally. In order to increase our footprint, we are focused on organic and inorganic growth, management contract route and are open to looking at private equity partnerships in the next five years. We are already in advanced talks with a few private owners in the southern and eastern markets,” said Abhishek Kamani, who is also MD of Zuri Group Global.

The group, whose turnover stands at Rs 250 crore, has business interests in hospitality, floriculture, real estate and green energy. Promoted by a consortium of investors from West Asia, the group began its India operations in 1999 with three hotel properties, all under franchise agreements with leading global hotel brands.